Town of Groton Office of Planning AND DEVELOPMENT SERVICES

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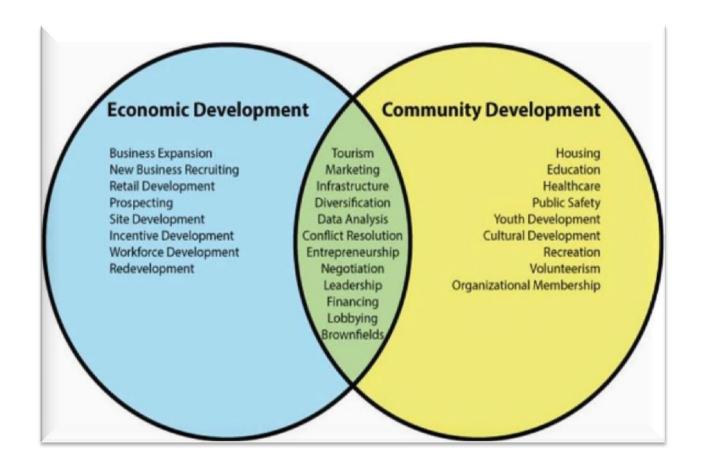
Economic Development ...in a Nutshell

Economic Development is a program, group of policies, or activity that seeks to improve the economic well-being and quality of life for a community, by creating and/or retaining jobs that facilitate growth and provide a stable tax base.





ECONOMIC/COMMUNITY DEVELOPMENT







Economic Development/Business Development

Related, but not the same

Macro vs. Micro

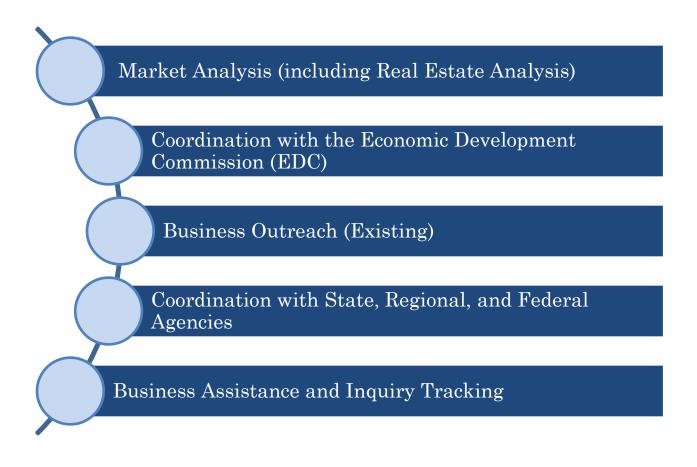
Economic = overall growth over time

Business = specific snapshot of current operations and success

Both are needed

It's likely Groton will experience mostly small-medium sized new business growth rather than the attraction of another large employer

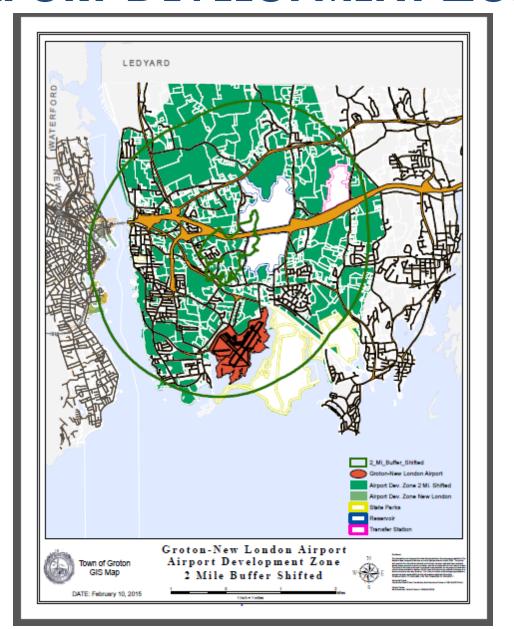
Ongoing Efforts



Economic Development Priorities

Airport Development Zone **Incentives Property Redevelopment** (Public and Private)

AIRPORT DEVELOPMENT ZONE



ADVOCATE GROTON



Web Page
Upgrade with
Property
listings



Marketing and Promotions



Business Attraction and Retention

OTHER FUTURE OBJECTIVES

Grants for Special Projects

Regulatory Reform

Economic Assistance Fund

Revolving Business Loan Fund

Mystic Information Kiosk

"Downtown" Improvements

STIMULATING MARKET GROWTH

Market analysis and real estate assessment (needs, keep money here)

Recognize and build upon strengths (Recreation Sector, Transportation, Defense Industry, Marine, UCONN, Pharmaceuticals and Medical)

Create a "sense of place" and uniqueness (i.e. downtown)

Protect existing sustainable businesses and draw new

Work collaboratively locally & regionally (ONE GROTON)

FIELDS OF FIRE AERIAL ROPES COURSE



MYSTIC INDOOR SPORTS

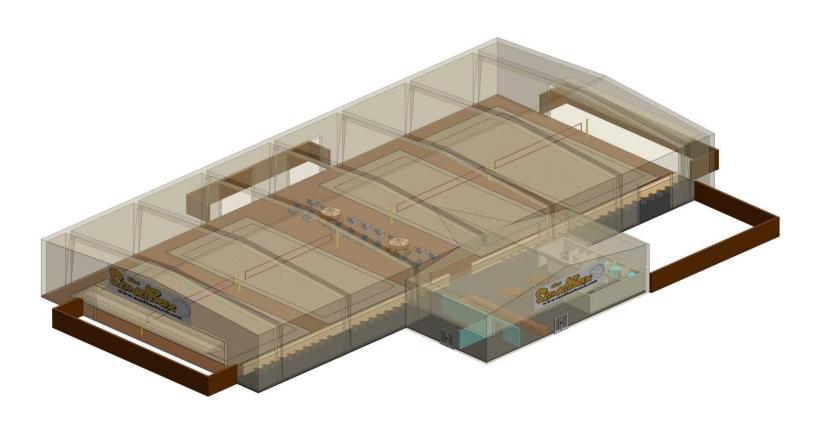




ADVANTAGE PERSONAL TRAINING

FUTURE HOME OF

THE SANDBOX



ELECTRIC BOAT

Kings Highway



LBI



1425 Gold Star Highway (former Tees Plus)



Former Building 114-PFIZER

Your Membership and other prospects



OPDS MOVING FORWARD WITH POSITIVE CHANGE

Q&A